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JAPANESE BEETLE

A PIECE OF WOOD

FRIENDLY WATERS

WATERSHED WILDFIRE

If _____ is not available on the date requested, please schedule for first open date.

☐ PLEASE SEND ME THE USDA TV FILM CATALOG

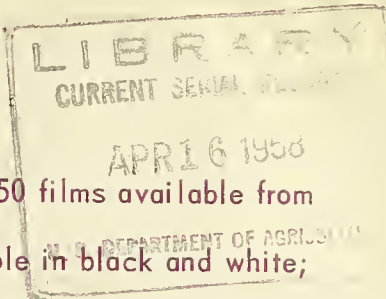
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A241
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Reprint



The films described in this circular are but four of 150 films available from the U. S. Department of Agriculture. Most films are available in black and white; about half are also in color. Screening times vary from 40 seconds to 32 minutes; most range from five to 15 minutes. A copy of the USDA TV Film Catalog, listing these films, will be sent you if you will check the above box.



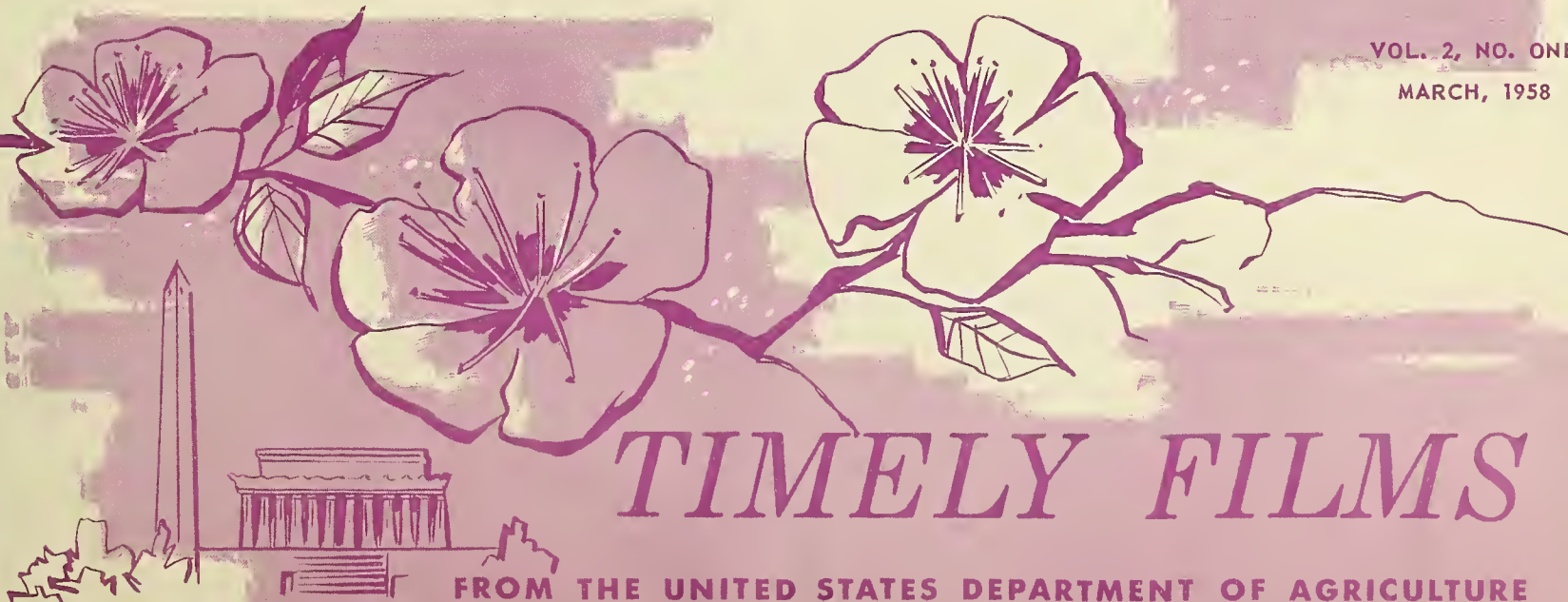
United States Department of Agriculture
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TIMELY FILMS

FROM THE UNITED STATES DEPARTMENT OF AGRICULTURE



THE JAPANESE BEETLE (16 mm. sound, color, 13 min.)

Each Spring the inevitable invasion of plant pests and insects begins all over the country. One of the most destructive campaigns against 250 farm, field and fruit crops and ornamentals is caused by the Japanese Beetle.

This film shows the life cycle of the beetle, and methods of detecting and controlling his activities. Viewers are acquainted with State and Federal control programs and quarantine regulations. Reasons for restrictions in transporting plants from area to area are made clear. Tested methods of combating the beetle help both farmer and gardener get an early start against this destructive pest.



A PIECE OF WOOD (16 mm. sound, b/w and color, 14 3/4 min.)

One of the Nation's greatest demands today is for one of the oldest material used by man--wood. Recognizing the need to find more efficient uses of forest products, scientists at the U. S. Forest Service Forest Products Laboratory at Madison, Wisconsin, are trying to learn everything possible about the properties of wood. As a result, they are devising cheaper and simpler processes for converting wood never before considered worthwhile into thousands of laminated pulp and paper products in daily use. (If color print is desired, please specify.)



FRIENDLY WATERS (16 mm. sound, b/w, 6 3/4 min.)

Actual scenes taken at the height of the floods that occurred in the Southwest in the Spring of 1957 illustrate what can happen when adequate soil and water conservation measures are not taken.

This film shows how land treatment and floodwater retarding dams operate to prevent flood damages and make better use of the water supply we have.



WATERSHED WILDFIRE (16 mm. sound, b/w and color, 21 min.)

Wildfire raced up the steep brush-covered canyons of California's Los Padres National Forest, destroying nature's priceless green blanket that protected one of the largest watersheds in the West. U. S. Marines, California State fire fighters, and Indian forest fire fighters helped Forest Service fighting crews day and night until the holocaust was suppressed. Here, scorched earth was the price of human carelessness. Camera scenes taken at the height of the crisis are a vivid reminder that everyone's help is needed in fire prevention, detection and fire control. (If color print is desired, please specify.)

This is another quarterly film flier being sent to inform you of timely, informative films that can be shown on public service time.

Make bookings early, as only a limited number of prints is available. PRINTS MUST BE RETURNED IMMEDIATELY AFTER YOUR SHOWING to meet other commitments.

To order these films, fill in the reverse blank, indicating the date each is desired, with second and third choices, add your name and address and return to:



Motion Picture Service
Office of Information
U. S. Department of Agriculture
Washington 25, D. C.